

# TAN BOOKS: ACTIVE BOOK BUYERS

## SEGMENTS

22,116	Total Universe/Base Rate	\$120.00/M
14,212	12 Month Book Buyers	\$120.00/M
7,904	13-24 Month Book Buyers	\$100.00/M

## DESCRIPTION

TAN Books is one of the oldest Catholic Publishers in the USA. Founded over 40 yrs ago, TAN is known for its extensive catalog of over 500 books, including classic titles on theology, spirituality, liturgy, traditional devotions, and lives of the Saints. In 2008 TAN was acquired by Saint Benedict Press, and has experienced renewed and rapid growth under careful direction and management.

The customer base is typically a conservative, faithfully practicing Catholic demographic that supports Pope Benedict XVI and understands the importance and relevance of tradition.

The file will perform well for a range of offers directed to Catholics, including offers for books, religious gifts, homeschooling and educational materials, and pilgrimages. TAN buyers are generous and responsive to fundraising appeals, particularly for traditional and conservative causes.

Source is Direct Mail



Non-reciprocal fee \$20/M

Full payment required if cancelled after the mail date. All cancelled orders will be charged a \$50.00F cancellation fee whether or not the order has been run. If the order was run, running charges, shipping, and applicable media fees will apply. All orders cancelled after mail date or merge purge will be billed at full charges.

## DATE

UPDATED ANNUALLY

## MEDIA

Direct mail sold

## ADDRESSING

EMAIL \$65.00/F

## ADDITIONAL CHARGES

Gender	\$8.00/M
SCF	\$8.00/M
State	\$8.00/M
Zip	\$8.00/M

## MINIMUM ORDER

5,000

## LIST OWNER/MANAGER

-----WEBSITE-----

<http://www.trinitydirect.net>

--MANAGER'S EMAIL ADDRESS---

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